



DATE

Name

Title

Company

Address

City, ST ZIP

Dear (name):

Since 1988, the *California 5 a Day—for Better Health! Campaign (Campaign)*, a statewide initiative led by the California Department of Health Services in cooperation with the National 5 A Day Program, has worked to develop programs that help families lead healthier lives. Through partnerships with government agencies, the produce industry and community-based organizations, the *Campaign* encourages the consumption of 5 or more servings of fruits and vegetables and physical activity every day for better health. The targeted programs that operate within the *Campaign* include the *Children's 5 a Day-Power Play! Campaign*, *Latino 5 a Day Campaign*, *Pre-K 5 a Day Plus Active Play! Campaign*, *5 a Day Retail Program* and the *5 a Day Worksite Program*.

The *5 a Day Retail Program* conducts activities in retail food outlets statewide in an effort to increase the purchase of fruits and vegetables among low-income Californians. Components of the program include bilingual point-of-sale materials, in-store recipe cards and brochures, and a CD-ROM containing advertising copy, graphics, health tips and nutrition information. These nutrition and physical activity resources can also complement your current in-store health and nutrition programs.

Please find enclosed additional information about the *Campaign*, including a schedule of retail events. As you will note, the *Retail Program* conducts two major promotions a year, each running approximately three months in duration. During these promotions, a series of radio remote broadcasts, public relations activities and food demonstrations will be scheduled at a variety of locations throughout the state. We hope you find this information helpful in identifying opportunities that will help bring the 5 A Day message into your organization or help to expand your current 5 A Day efforts.

We look forward to working with you to identify opportunities that inspire a healthy change in California! If you have any questions, please do not hesitate to contact me.

Cordially,

Candice J. Blackmoore, MBA  
Retail Marketing Manager  
*California 5 a Day—for Better Health! Campaign*  
[www.ca5aday.com](http://www.ca5aday.com)

cauliflower



grapes corn



cantaloupes mushrooms



celery  
lettuce asparagus



kiwis  
mandarins

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601 North 7th Street, Sacramento, CA 95814 • (916) 323-0594 • Fax (916) 323-1835 • [www.ca5aday.com](http://www.ca5aday.com)  
California Department of Health Services, P.O. Box 942732, MS 662, Sacramento, CA 94234-7320





# About 5 A Day

## The Early Days

Beginning in 1988 with a grant from the National Cancer Institute (NCI), the State of California Department of Health Services (CDHS) developed a program to empower Californians to consume 5 or more servings of fruits and vegetables a day as a way to reduce the risk of diet-related chronic diseases including cancer, heart disease and obesity. As a result of the successes realized by the state program, health officials and members of the fruit and vegetable industry decided to create the National 5 A Day Program in 1991 as a partnership between NCI and the Produce for Better Health Foundation. To date, NCI has licensed 60 state and territorial health agencies, the District of Columbia, Indian Health Services, and the military services to launch independent 5 A Day programs and coordinate activities at the state level through partnerships with local health communities, government agencies, the fruit and vegetable industry and non-profit, private and public organizations.

## 5 A Day Today

The *California 5 a Day—for Better Health! Campaign*, which is led by CDHS and administered by the Public Health Institute, has grown tremendously since 1988. In addition to increasing fruit and vegetable consumption, the *Campaign* encourages adults and children to be physically active each day. The *Campaign* also works with communities to change environments and policies so that 5 A Day and physical activity are easy to do and socially supported. The *Campaign* conducts its work through a variety of targeted programs including the *Children's 5 a Day—Power Play! Campaign*, *Latino 5 a Day Campaign*, *Pre-K 5 a Day Plus Active Play! Campaign*, *5 a Day Retail Program* and the *5 a Day Worksite Program*.

## Who We Reach

- Children, aged 9-11 years, their parents and adults that work with children
- Latino adults, aged 18-54 years, and those that work with Latinos
- Preschool children, aged 3-5 years, and their parents and caregivers\*
- Low-income adults
- Retailers, food industry representatives and food bank employees
- Worksite wellness professionals and gatekeepers\*

## Funding

The *California 5 a Day—for Better Health! Campaign* is funded by the United States Department of Agriculture's Food Stamp Program, The California Endowment, the Preventive Health and Human Services Block Grant of the Centers for Disease Control and Prevention, and the Governor's Buy California Initiative.

**For more information about 5 A Day,  
visit [www.ca5aday.com](http://www.ca5aday.com)**



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## About the California 5 a Day Retail Program

The *5 a Day Retail Program* works with retail food outlets statewide in an effort to increase the purchase of fruits and vegetables among low-income Californians by offering in-store merchandising, such as point-of-sale materials and recipe cards; promotional activities, such as food demonstrations and retail-sponsored community events; and television and radio advertisements. The *Retail Program* also provides resource tools that enable stores to create their own 5 A Day environment. As a result of these efforts, the *Retail Program* has learned:

- 90% of retailers like the 5 A Day promotional materials they receive.<sup>1</sup>
- 99% of store managers, produce managers and assistant managers agree that promoting fruits and vegetables in their stores is a priority.<sup>2</sup>
- 97% of retailers agree that 5 A Day activities increase customer awareness of 5 A Day.<sup>3</sup>
- 73% agree that 5 A Day activities increase the purchase of fruits and vegetables.<sup>4</sup>

To ensure the *Retail Program* continues to meet these needs and others, an Advisory Board was developed in 2001 to guide 5 A Day retail activities. The Board holds semi-annual meetings, which are attended by corporate retailers, food bank representatives, community 5 A Day advisors, growers, and commodity board executives throughout California.

The *Retail Program* also has extended its reach to include partnerships with food banks and food distribution centers. In an effort to provide fruits and vegetables to California's hungry, the *Retail Program* helps to communicate the need for surplus, over-ripe and blemished produce. We will be collaborating with these organizations to provide 5 A Day educational materials that help food centers educate its customers about the benefits of fruits and vegetables. Healthful eating is a choice for all people. Help us inspire healthy change.

To learn more about the *California 5 a Day—for Better Health! Campaign* or the Retail Program, please contact Candice Blackmoore at (916) 445-5515 or visit us online at [www.ca5aday.com](http://www.ca5aday.com).

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<sup>1</sup> California Department of Health Services. *5 a Day Retail Merchandising Evaluation*. Sacramento, CA: 2001 Report. Prepared by Loma Linda University.

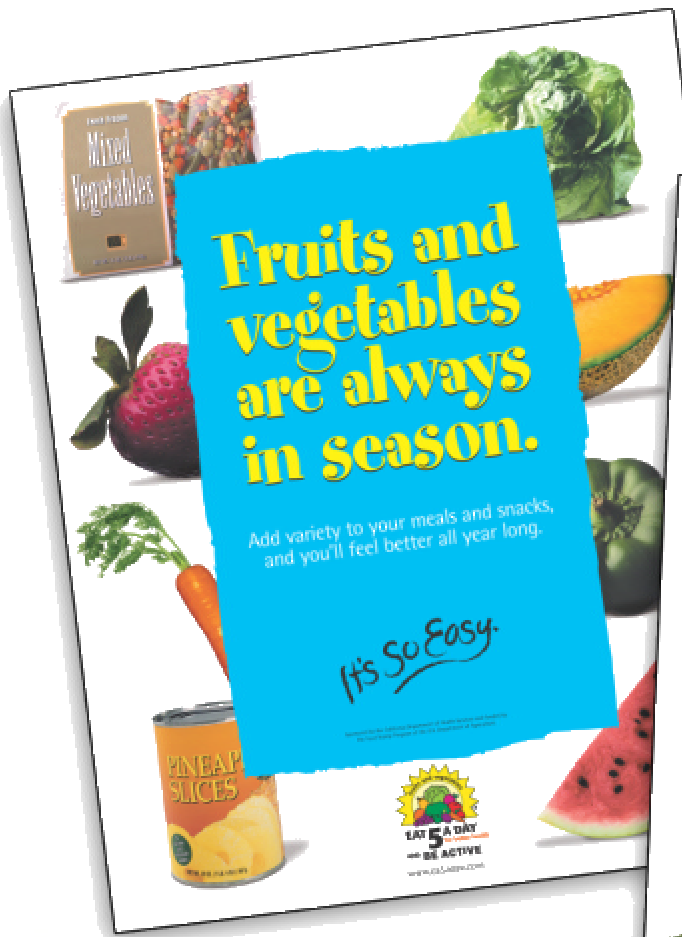
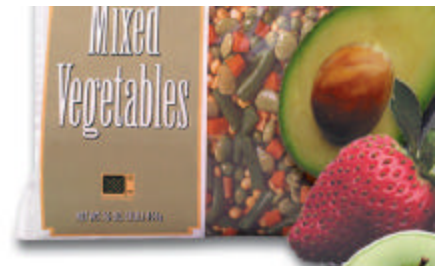
<sup>2</sup> California Department of Health Services. *5 a Day Retail Merchandising Evaluation*.

<sup>3</sup> Ibid

<sup>4</sup> California Department of Health Services. *Latino 5 a Day Retail Exit Interview Evaluation*. Sacramento, CA: 2001 Report. Prepared by Loma Linda University.

## Posters

We've heard your request for 5 A Day materials and this year, we are proud to introduce retail items that let your customers know you care about their health. Our semi-annual retail point-of-purchase kits include several eye-catching pieces including the seasonal posters featured below.



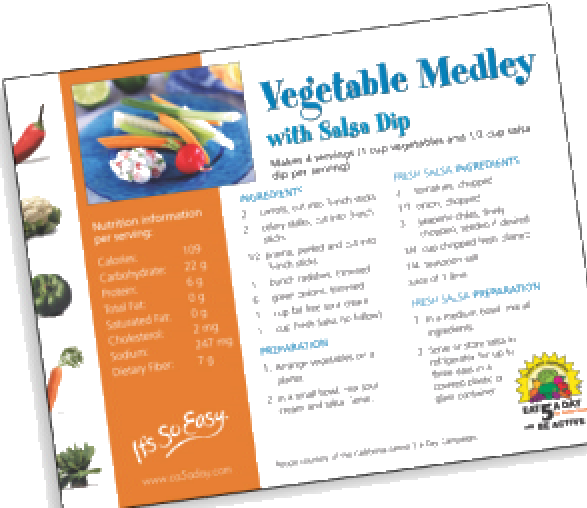
[www.ca5aday.com](http://www.ca5aday.com)



## Recipe Cards

Our semi-annual retail point-of-purchase kits also include a series of mouth-watering recipes that are easy to prepare and nutritious for the entire family. Your customers will enjoy the variety of simple meal solutions available in your store alongside valuable health and produce information provided by 5 A Day.

*We help you inspire healthy change in your community!*



**Vegetable Medley with Salsa Dip**  
Makes 4 servings (1/2 cup vegetables and 1/2 cup salsa dip per serving)

**INGREDIENTS:**

- 2 carrots, cut into 1-inch sticks
- 2 celery stalks, cut into 1-inch sticks
- 1/2 zucchini, peeled and cut into 1-inch sticks
- 1 bunch radishes, trimmed
- 6 green onions, trimmed
- 1 cup fat free sour cream
- 1 cup fresh salsa (no lumps)

**FRESH SALSA INGREDIENTS:**

- 4 tomatoes, chopped
- 1/4 onion, chopped
- 3 jalapeño chiles, finely chopped, seeded & drained
- 1/4 cup chopped fresh cilantro
- 1/4 teaspoon salt
- juice of 1 lime

**FRESH SALSA PREPARATION:**

- In a medium bowl mix all ingredients.
- Store or store salsa in refrigerator for up to three days in a covered plastic or glass container.

**PREPARATION:**


- Arrange vegetables on a platter.
- In a small bowl, mix sour cream and salsa. Serve.

**Nutrition information per serving:**

- Calories: 109
- Carbohydrate: 22 g
- Protein: 6 g
- Total Fat: 0 g
- Saturated Fat: 2 mg
- Cholesterol: 147 mg
- Sodium: 7 g
- Dietary Fiber: 7 g

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Recipe courtesy of the California State 5-A-Day Campaign.



**Fruit Salad**  
Makes 4 servings (1/2 cup per serving)

**INGREDIENTS:**

- 1/2 cup sliced banana
- 1/2 cup chopped apple
- 1/2 cup chopped nectarines
- 1/2 cup grapes
- 1/2 cup orange juice

**PREPARATION:**

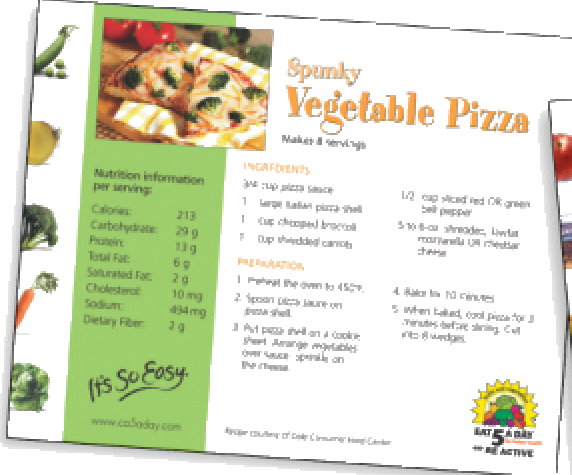
- In a medium bowl, mix all ingredients. Serve.

**Nutrition information per serving:**

- Calories: 109
- Carbohydrate: 28 g
- Protein: 1 g
- Total Fat: 0 g
- Saturated Fat: 0 g
- Cholesterol: 0 mg
- Sodium: 3 mg
- Dietary Fiber: 2 g

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Recipe courtesy of the California State 5-A-Day Campaign.



**Spunky Vegetable Pizza**  
Makes 8 servings

**INGREDIENTS:**

- 3/4 cup pizza sauce
- 1 large Italian pizza shell
- 1 cup chopped broccoli
- 1 cup shredded carrots
- 1/2 cup sliced red OR green bell pepper
- 5 to 6-oz. shredded, lowfat mozzarella OR cheddar cheese

**PREPARATION:**


- Preheat the oven to 450°.
- Spoon pizza sauce on pizza shell.
- Put pizza shell on a cookie sheet. Arrange vegetables over sauce. Sprinkle on the cheese.
- Bake for 10 minutes.
- When baked, cool pizza for 5 minutes before slicing. Cut into 8 wedges.

**Nutrition information per serving:**

- Calories: 213
- Carbohydrate: 29 g
- Protein: 13 g
- Total Fat: 6 g
- Saturated Fat: 2 g
- Cholesterol: 10 mg
- Sodium: 434 mg
- Dietary Fiber: 2 g

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Recipe courtesy of the California State 5-A-Day Campaign.



**Strawberry Smoothie**  
Makes 4 servings

**INGREDIENTS:**

- 1 large 8-ounce plain yogurt
- 1/4 cup fat-free milk
- 1 packet sugar substitute (optional; sugar for non-weight reduction)
- 3 cups frozen unsweetened strawberries (fresh berries may be used)
- 1 cup ice cubes (no more than amount of fresh berries are used)

**PREPARATION:**

- Combine yogurt, milk, and sugar substitute in blender container.
- With blender running add berries, 2 to 3 at a time through opening in lid.
- Blend until smooth. Add ice cubes one at a time blending until smooth.

**Nutrition information per serving:**

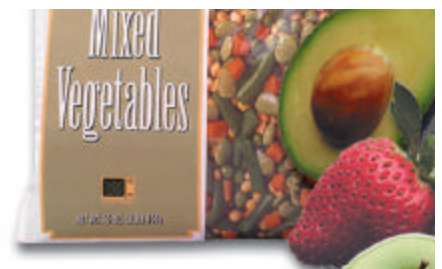
- Calories: 79
- Carbohydrate: 15 g
- Protein: 5 g
- Total Fat: 1 g
- Cholesterol: 1 mg
- Sodium: 54 mg

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Recipe courtesy of the California State 5-A-Day Campaign.



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## Information Cards

Another element of the semi-annual retail point-of-purchase kits are the information cards. Accompanying the seasonal recipes, the seasonality cards outline the best time of year to select a variety of fresh produce. Combining the recipes with information and the 5 A Day message helps your customers make educated food choices at your store.

**Seasonal Guide to Fruits and Vegetables**

It's easy to stay healthy and keep your budget in check when you buy fresh, tasty fruits and vegetables that are in season.

Spring April - June	Summer July - September
Apricot, Banana, Carrot, Grapefruit, Lemon, Mango, Orange, Papaya, Yellow Raisins	Apricot, Butternut Squash, Banana, Cantaloupe, Carrot, Corn, Grapefruit, Lemon, Mango, Nectarine, Papaya, Pear, Peach, Yellow Raisins
Chives, Garlic, Leeks, Scallions, Onion	Chives, Garlic, Leeks, Scallions, Onion
Eggplant (with skin), Dried Plums (Prunes), Dark Raisins, Purple Cabbage	Blackberries, Blueberries, Dried Plums (Prunes), Eggplant (with skin), Plums, Purple Grapes, Purple Cabbage, Dark Raisins
Beets, Pink Grapefruit, Red Onion, Strawberries, Tomato	Beets, Cherries, Raspberries, Red Onion, Strawberries, Tomato, Watermelon
Avocado, Bok Choy, Broccoli, Cabbage, Cauliflower, Collard Greens, Green Peas, Kale, Romaine Lettuce, Spinach, Swiss Chard	Avocado, Bok Choy, Broccoli, Cabbage, Cauliflower, Green Peas, Kale, Honeydew Melon, Romaine Lettuce, Spinach, Swiss Chard

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**Seasonal Guide to Fruits and Vegetables**

It's easy to stay healthy and keep your budget in check when you buy fresh, tasty fruits and vegetables that are in season.

Fall October - December	Winter January - March
Banana, Carrot, Cantaloupe, Grapefruit, Hubbard Squash, Lemon, Pear, Pumpkin, Sweet Potato, Tangerine, Yam, Yellow Raisins	Banana, Carrot, Hubbard Squash, Lemon, Orange, Pear, Tangerine, Yellow Raisins
Chives, Garlic, Leeks, Scallions, Onion	Chives, Garlic, Leeks, Scallions, Onion
Eggplant (with skin), Dried Plums (Prunes), Purple Grapes, Dark Raisins, Purple Cabbage	Eggplant (with skin), Dried Plums (Prunes), Dark Raisins, Purple Cabbage
Beets, Cranberries, Pink Grapefruit, Red Apple, Red Onion, Tomato	Beets, Red Apple, Red Onion, Tomato
Bok Choy, Broccoli, Cabbage, Cauliflower, Collard Greens, Kale, Kiwifruit, Romaine Lettuce, Mustard Greens, Spinach, Swiss Chard	Bok Choy, Broccoli, Cabbage, Cauliflower, Collard Greens, Kale, Kiwifruit, Romaine Lettuce, Mustard Greens, Spinach

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## 2002 California 5 a Day Retail Program Activities

While offering targeted in-store materials that promote fruit and vegetable consumption and physical activity, the *California 5 a Day—for Better Health! Campaign* is also participating in a number of statewide and regional events in 2002. Don't miss your chance to get involved in the following:

DATE	EVENT	DESCRIPTION
May-July	California 5 a Day Spring/Summer Retail Promotion	In-store materials, food demonstrations, press releases and radio remote broadcasts will highlight the best Spring and Summer produce.
August	California State Fair ( <i>tentative</i> )	Provide educational information, fruit and vegetable samples and recipe cards in support of good health and California's produce.
September	National 5 A Day Week	California will be arranging a variety of activities in support of the National 5 A Day promotion.
September-November	California 5 a Day Fall/Winter Retail Promotion	In-store materials, food demonstrations, press releases and radio remote broadcasts will highlight the best Fall and Winter produce.
All Year— <i>beginning Spring 2003</i>	Quarterly Event Kits	In-store materials celebrating a variety of popular seasonal events will be available to stores as a part of their point-of-sale repertoire.

In addition to the above, the *California 5 a Day—for Better Health! Campaign* participates in school-based activities and community events, which offer additional opportunities for collaboration. Those events will be announced as scheduled.

